SEO CHEAT SHEET

Inbound Links
The most important, but most frequently overlooked SEO strategy. When relevant, high credibility websites link to your web pages, you are on your way! Avoid black hat link farms that promise hundreds of links in a short period of time. Build these up over time with quality content, online press releases and through one-on-one relationships with other web publishers.

Breadcrumbs
If you have a lot of content, consider using breadcrumbs to help people and search engines understand how your content is organized.

Page Title
Choose a title for each page that's descriptive of the content. Be sure to use <h1> tags for the main headline.

Images
Make sure you put image alt tags in your images that are descriptive. This helps search engines and visually impaired people know what you are displaying.

Body Text
Don't underestimate the importance of your body text! If you want people to find you when they search for "dog grooming" you must use the words on the body text.

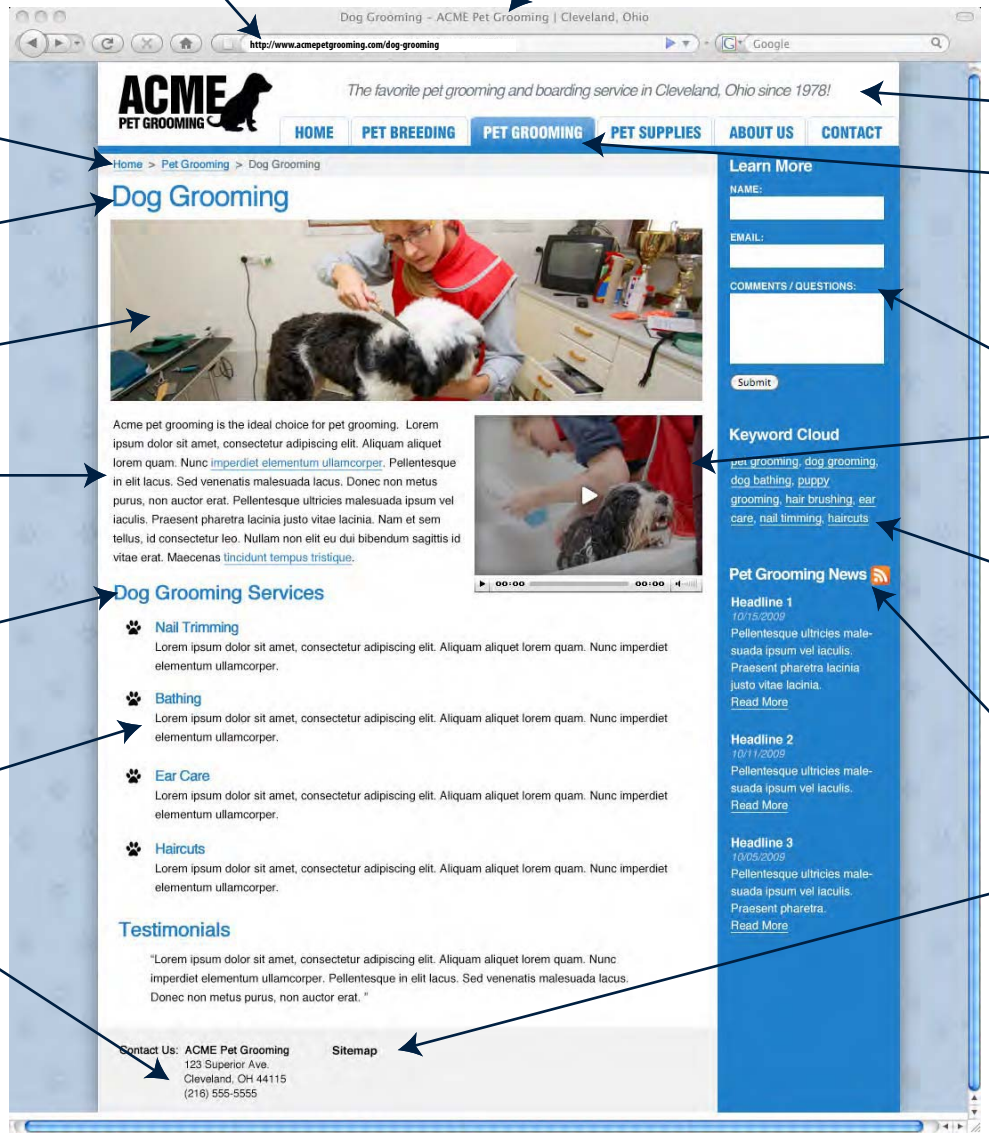
Subheadlines
Help people and search engines find the important sections of your website using subheadlines. Be sure to use <h2> or <h3> tags for subheadlines.

Hyperlink to Related Content
Find ways to link relevant content together on other pages of your website. When linking, put the most important keywords as part of the link. Avoid putting useless words like "click here" in the link.

Contact Information in the Footer
Make sure the footer of your website includes your contact information. This also builds trust with your customers when you don't hide this information. To encourage phone calls, also post your phone number prominently in the header of your website.

URL
Your URL should be as keyword-rich as possible. Domain names with keywords are ideal. Also, use permalinks like /dog-grooming below to make specific pages more search friendly.

Title Tag
This should have keywords specific to the page you're on. Start with specific, then get more general. Google will display the first 65 characters.


Dog Grooming - ACME Pet Grooming | Cleveland, Ohio
http://www.acmepetgrooming.com/dog-grooming
ACME PET GROOMING
The favorite pet grooming and boarding service in Cleveland, Ohio since 1978!
HOME
PET BREEDING
PET GROOMING
PET SUPPLIES
ABOUT US
CONTACT
Home > Pet Grooming > Dog Grooming
Dog Grooming
Acme pet grooming is the ideal choice for pet grooming. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquet lorem quam. Nunc imperdiet elementum ullamcorper. Pellentesque in elit lacus. Sed venenatis malesuada lacus. Donec non metus purus, non auctor erat. Pellentesque ultricies malesuada ipsum vel iaculis. Praesent pharetra lacinia justo vitae lacinia. Nam et sem tellus, id consectetur leo. Nullam non elit eu dui bibendum sagittis id vitae erat. Maecenas tincidunt tempus tristique.
Dog Grooming Services
Nail Trimming
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquet lorem quam. Nunc imperdiet elementum ullamcorper.
Bathing
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquet lorem quam. Nunc imperdiet elementum ullamcorper.
Ear Care
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquet lorem quam. Nunc imperdiet elementum ullamcorper.
Haircuts
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquet lorem quam. Nunc imperdiet elementum ullamcorper.
Testimonials
"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam aliquet lorem quam. Nunc imperdiet elementum ullamcorper. Pellentesque in elit lacus. Sed venenatis malesuada lacus. Donec non metus purus, non auctor erat."
Contact Us: ACME Pet Grooming
123 Superior Ave.
Cleveland, OH 44115
(216) 555-5555
Sitemap
Learn More
NAME:
EMAIL:
COMMENTS / QUESTIONS:
Submit
Keyword Cloud
pet grooming, dog grooming, dog bathing, puppy grooming, hair brushing, ear care, nail timming, haircuts
Pet Grooming News
Headline 1
10/15/2009
Pellentesque ultricies male-suada ipsum vel iaculis. Praesent pharetra lacinia justo vitae lacinia.
Read More
Headline 2
10/11/2009
Pellentesque ultricies male-suada ipsum vel iaculis.
Read More
Headline 3
10/05/2009
Pellentesque ultricies male-suada ipsum vel iaculis. Praesent pharetra.
Read More

Meta Tags
The old-school approach to SEO, meta tags have much less impact on your rankings today. However, take time to write a good meta description for each page. Google displays the first 155 characters in their search results, and that's how people decide where to click.

Tagline
Putting a brief tagline at the top is a great way to tell people what you do, and use some important keywords while you're at it. Don't overdo it.

Menu Navigation
Choose no more than 7 top-level navigation sections that will organize your website, and help search engines find your most important content. If using dynamic drop downs, keep the code nice and clean.

Simple, Prominent Contact Forms
This is not an SEO tactic, but if you make it easy for your prospective customers to contact you, they will!

Video
Posting video is a great way to show up higher in the Universal Search results on Google. Post original videos , and setup a special video sitemap.

Keyword Cloud or Tag Cloud
Consider tagging all your blogs, pages, video, events, products, and other content with relevant keywords. This gives visitors a chance to find related content on your website.

News/Blogs - Powered with an RSS Feed
Post your happenings in a news archive that's connected to an RSS feed. This allows people and search engines to susbcribe to your feeds and more quickly find your latest updates.

Sitemap
Make sure your site includes a sitemap that is kept up-to-date. Link to the sitemap in the footer, and in a robots.txt file.

Robots.txt File
A robots.txt file tells search engines what pages to index, and which pages to ignore, among other things.

We can help!
Every SEO tactic on this page is a standard, built-in feature with a website from OpenMoves.
Contact us for more information at 631.546.7779.

THINGS TO AVOID...
- Using images to display important text on your page
- Hiding text (i.e. white text on a white background)
- Link farms and other black hat methods of getting links
- Flash intros that appear before your home page
- Duplicating content that appears on other websites
- Messy HTML code
- SEO people who guarantee a specific ranking in Google
- Things that seem to good to be true

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